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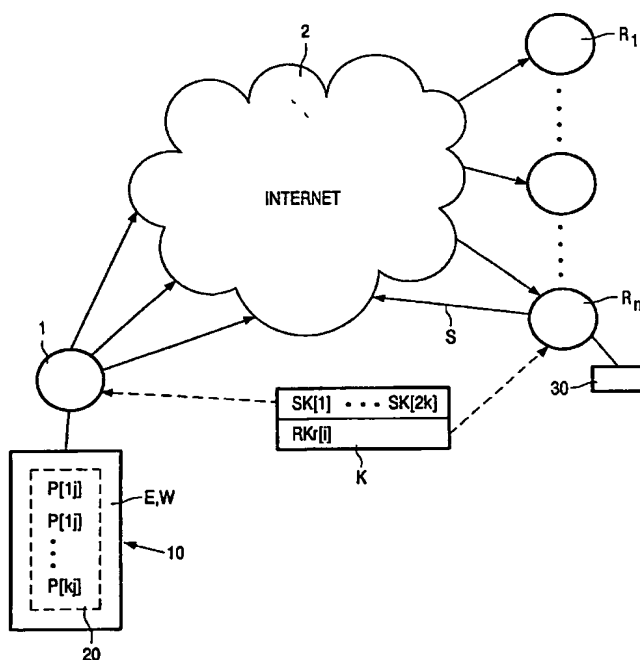
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(54) Title: GENERATION OF A WATERMARK BEING UNIQUE TO A RECEIVER OF A MULTICAST TRANSMISSION OF MULTIMEDIA



(57) Abstract: A method, apparatus and system for distributing multimedia data in an efficient way using multicast transmission, whereby each receiver is provided with his own unique identifier in the form of a watermark and also additional information, typically global information for instance to comply with DRM rules, in the same watermark.

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